



WKMG

ORDER

Print Date 10/26/12 Page 1 of 5

Flight Dates 10/30/12-11/06/12

Contract / Revision 255513 /

Original Date / Revision
10/26/12 10/26/12

Advertiser Pol/Pres/D/Barack Obama

New till 02/05/09

Agency GMMB

Buying Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

3050 K Street NW
Suite 100
Washington, DC 20007

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 1537

Alt Order # 6259548

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 194950

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	74	\$165,707.50	\$194,950.00	0.00	10/29/12	11/06/12	74	\$165,707.50	\$194,950.00
Totals	74	\$165,707.50	\$194,950.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 2	WKMG	10/30/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	MTWTF--	:30	4	\$1,700.00	P-3	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--					4	\$1,700.00		0.00			
E 3	WKMG	10/30/12	11/02/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	3	\$1,500.00	P-3	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-TWTF--					3	\$1,500.00		0.00			
E 5	WKMG	10/30/12	11/02/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$1,200.00	P-3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-TWTF--					4	\$1,200.00		0.00			
E 10	WKMG	10/30/12	11/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision

255513

Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 10	WKMG	10/30/12	11/05/12	Morn News at 5a Morn News at 5a	CM	5-530a	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			4		\$450.00		0.00				
E 11	WKMG	10/30/12	11/02/12	News at 5p News at 5p	CM	5-530p	-TWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-TWTF--			3		\$1,000.00		0.00				
E 12	WKMG	10/30/12	11/05/12	Morn News at 530a Morn News at 530a	CM	530-6a	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			4		\$700.00		0.00				
E 13	WKMG	10/30/12	11/02/12	530-6p The Insider Insider	CM	530p-6p	-TWTF--	:30	4	\$650.00	P-3	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-TWTF--			4		\$650.00		0.00				
E 14	WKMG	10/30/12	11/02/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-TWTF--			4		\$1,400.00		0.00				
E 15	WKMG	10/30/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-TWTF--			4		\$800.00		0.00				
E 16	WKMG	10/30/12	11/02/12	CBS Evening News CBS Eve News	CM	630-7p	-TWTF--	:30	4	\$3,000.00	P-3	0.00	NM	4	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-TWTF--			4		\$3,000.00		0.00				
E 17	WKMG	10/30/12	11/02/12	News at 7p News at 7p	CM	7-7:30p	-TWTF--	:30	4	\$1,700.00	P-3	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-TWTF--			4		\$1,700.00		0.00				
E 18	WKMG	10/30/12	11/05/12	CBS This Morning The Early Show	CM	7-9a	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--			4		\$700.00		0.00				
E 23	WKMG	10/30/12	11/02/12	Fri Prime 9p Made in Jersey	CM	9-10p	----F--	:30	1	\$8,000.00	P-3	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			1		\$8,000.00		0.00				
E 24	WKMG	11/05/12	11/05/12	Mon Prime 10p Hawaii Five-O	CM	10-11p	M-----	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$14,000.00		0.00				
E 27	WKMG	10/30/12	11/03/12	Sat 11p News Sat 11p News	CM	11-1135p	-----S-	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$1,700.00		0.00				
E 32	WKMG	11/03/12	11/03/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision 255513 Flight Dates 10/30/12-11/06/12

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 32	WKMG	11/03/12	11/03/12	NCAA Football 3p Game NCAA 3pm Game	CM	various (3:30 PM-7:00 PM)	-----S-	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$10,000.00		0.00			
E 34	WKMG	10/30/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$200.00		0.00			
E 36	WKMG	10/30/12	11/03/12	7-9a CBS This Morn Sat 7-9a Sat Early Show	CM	7-9a	-----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$350.00		0.00			
E 37	WKMG	11/04/12	11/04/12	Sun Prime 10-11p The Mentalist	CM	10-11p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$9,000.00		0.00			
E 38	WKMG	10/30/12	11/04/12	1030-1130a Face Nation Face The Nation	CM	1030-1130a	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
E 40	WKMG	10/30/12	11/04/12	Sun 11p News after NFL Sun 11p News after NFL	CM	Late News	-----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,700.00		0.00			
E 44	WKMG	11/04/12	11/04/12	NFL Game 2 Game 2	CM	various (4:15 PM-7:00 PM)	-----S	:30	1	\$14,000.00	P-3	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$14,000.00		0.00			
E 45	WKMG	10/30/12	11/04/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$200.00		0.00			
E 47	WKMG	11/04/12	11/04/12	Sun Prime 7-8p Sun 7-8p	CM	7-8p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$9,000.00		0.00			
E 49	WKMG	10/30/12	11/04/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$1,800.00		0.00			
E 50	WKMG	11/04/12	11/04/12	Sun Prime 9-10p Good Wife	CM	9-10p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$9,000.00		0.00			
E 51	WKMG	11/01/12	11/01/12	Thu Prime 10p Elementary	CM	10-11p	---T---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$10,000.00		0.00			
E 52	WKMG	11/01/12	11/01/12	Thu Prime 8p Big Bang / Men 8-9p	CM	Big Bang / Men 8-9p (7:58 PM-9:00 PM)	---T---	:30	1	\$13,000.00	P-3	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$13,000.00		0.00			



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Hiatus Dates

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Order Sep 00:15:00

Advertiser Pol/Pres/D/Barack Obama Product OBAMA FOR AMERICA

Estimate # 1537

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 52	WKMG	11/01/12	11/01/12	Thu Prime 8p Big Bang / Men 8-9p	CM	Big Bang / Men 8-9p (7:58 PM-9:00 PM)	---T---	:30	1	\$13,000.00	P-3	0.00	NM	1	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$13,000.00		0.00			
E 55	WKMG	10/30/12	10/30/12	Tue Prime 8p NCIS	CM	8-9p	-T-----	:30	1	\$12,000.00	P-3	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$12,000.00		0.00			
E 59	WKMG	10/31/12	10/31/12	Wed Prime 9p Criminal Minds	CM	9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$10,000.00		0.00			
E 60	WKMG	11/06/12	11/06/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----					1	\$2,000.00		0.00			
E 62	WKMG	11/06/12	11/06/12	Morn News at 6a Morn News at 6a	CM	6-7a	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/06/12	11/12/12	-T-----					1	\$800.00		0.00			
N 63	WKMG	11/03/12	11/03/12	5-7a Sat News Sat 5-7a News	CM	5-7a	-----S-	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$200.00		0.00			
N 64	WKMG	10/30/12	11/02/12	Morn News at 6a Morn News at 6a	CM	6-7a	-TWTF--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-TWTF--					1	\$800.00		0.00			
N 65	WKMG	11/04/12	11/04/12	6-830a Sun News 6-830a Sun News	CM	6a-830a	-----S	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$200.00		0.00			
N 66	WKMG	11/05/12	11/05/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 67	WKMG	11/05/12	11/05/12	530-6p The Insider Insider	CM	530p-6p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$900.00		0.00			
N 68	WKMG	11/05/12	11/05/12	News at 6p News at 6p	CM	6-630p	M-----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,600.00		0.00			
N 69	WKMG	11/05/12	11/05/12	News at 7p News at 7p	CM	7-7:30p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,000.00		0.00			
N 70	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 10/26/12

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Contract / Revision **255513** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/26/12/ 10/26/12

Order Sep 00:15:00

Advertiser **Pol/Pres/D/Barack Obama** Product **OBAMA FOR AMERICA**

Estimate # **1537**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N70	WKMG	11/05/12	11/05/12	M-F 11p News M-F 11p News	CM	11-1135p	M-----	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1			\$2,500.00		0.00				
														Totals	74	\$194,950.00